



Amendments to the Specification:

Please replace the paragraph beginning on Page 11, starting with line 14 with the following amended paragraph:

Turning now to Figures 8 and 9, the recommended draws (shown as a ~~dashed~~ dotted line in Figure 8) is preferably arrived at by initially running a forecast engine on historical adjusted sales data to estimate a demand forecast for the newspaper at the outlet. The hidden demand at the occurrences of sellouts is preferably estimated as described hereinabove with reference to Figures 4 and 5. Thereafter, safety stock is added to the demand forecast at each time point over the evaluation period in accordance with a predetermined availability percentage, say, 80%, typically rounded to the nearest integer to yield the recommended draw.